

# CSR MASTER CLASS

Create the collaboration for greater impact

As we enter the third quarter of the 5th financial year since the applicability of mandatory corporate social responsibility (CSR) provisions, we see an array of business to government (B2G) and government to business (G2B) collaborations taking shape in the areas of education, healthcare, rural development and road safety awareness, skill development and all most collaboration is continue in all the social domain for the better impacts in India.

The real intent behind bringing in CSR regulations in India and getting businesses involved in solving development challenges is to leverage the corporate innovations and management skills. As coined in one of the Committees' report (constituted by the Ministry of Corporate Affairs, GoI) "CSR should not be interpreted as a source for financing the resources gaps in government schemes. Use of corporate innovations and management skills in the delivery of 'public goods' is at the core of CSR implementation by companies".

With INR 11000-14000 Cr. annual inflow of fund for development interventions through CSR, India has definitely taken a lead in pushing the idea of corporate philanthropy in the board-rooms and engaging the top-management of companies in 'dialogue for development'. With the beginning of 5th year of implementation of CSR we see a new level of discussions among businesses, government agencies, NGO leaders and impact investors. The whole notion of CSR as 'easy-money' is fading away and the sense of accountability for each rupee going towards development is gaining the roots.

With the prescribed CSR spend of companies, that have to comply with the CSR rules, totalling over INR 50,000 Cr. for the first five years of the compliance, the future of corporate philanthropy in India is going to be defined by how good we have used the fund in past four years and how we plan to use it in future for solving the challenges that our present and future generations are going to face.

## **NGO-Business Partnerships**

There indeed was a time when development and corporate sector functioned in a mutually exclusive fashion. In fact, many a time, they found – and continue to find – each other as an adversary. The changing milieu, however, is encouraging them to come to the same table. The business regulations in



India have already created a platform for NGOs to play a part by recommending the implementation of CSR projects through NGOs and development sector agencies.

In this context, it is essential that NGOs understand the CSR landscape in India. The contours of what can be called a new age relationship need to shaped and carved. A partnership that is based on factors as diverse as historical record, thematic priorities, geographic preferences, resource utilization, management information system, financial management and convergence of economic benefits with social returns in the long run, requires deep understanding of either party's vision and values.

### **The training objectives.**

- ✓ Help NGOs/Institute/Agency to build their capacities for CSR partnership with businesses.
- ✓ Help NGOs/Institute/Agency to carry out self- assessment for their funding resources and help them to identify their core strengths to create shared value for sustainability.
- ✓ Create an enabling environment for strategic CSR and social innovation.

### **Who should attend?**

Senior management of NGOs /Educational Institute/University/Social Enterprises– CEO/COO/CFO, Resource Mobilization Officers, Fundraising Team, Project Managers, Finance Managers, Program Coordinators.

**Learning Investment:** Rs. 3000/- per delegate (Fees Includes Morning Break Fast, Lunch, Evening Tea, E-Study Materials and Certificate of Participation), **Group Discount Available. Women**

**Participant will get 20 % discount.**

**For Registration Support:** Training Advisor M/s Neha 95105 26835

**For Brief understanding:** Prof. Sanjay Vanani M: 94280 55135

**Maximum Seat:** 30 (Each Workshop)



## Workshop Date & Venue

23 <sup>rd</sup> Feb 2019 Saturday 09.00 to 17.00	HOTEL DWARKAMAI Sri Sainath Enclave,,Near ST Stand, Ganeshpeth, Nagpur – 440018, Maharashtra
24 <sup>th</sup> Feb 2019 Sunday 09.00 to 17.00	HOTEL BANGALORE GATE 9 & 12, Gajanana Towers , Kempe Gowda Road ( K G Road ), Opp Maneka Theatre, Near Mysore Bank Circle, Bangalore – 560009. Karnataka



## Learning Agenda

<b>TIME</b>	<b>PARTICULAR</b>
09:00 to 10:00	Registration and Break Fast
10:00 to 11:30  CSR Ecosystem	Introduction of Participants CSR eco system in India. Rules For CSR under Companies Act 2013 Section 135 of Companies Act and Schedule-VII CSR Funding Pattern and Trends,
<b>11:30 to 11:45</b>	<b>Networking Tea/Coffee</b>
11:45 to 13:15  Legal and Documentation	Introduction of Various Income Tax Related Provision (Section 12AA,80G,) & FCRA and its connection with CSR Funding Documentation & Legal aspects. How to Identify CSR Eligible Company? Myths about CSR Funding Impact creation through digital tool.
<b>13:15 to 14:00</b>	<b>Networking Business Lunch</b>
14:00 to 15:15  Partnership Model	The scope for NGOs in CSR Partnership, Partnership Models, Innovation and Value Addition. Proposal Writing, Do's and Don'ts' Assessing opportunities and risks for partnership. How to do business mapping for CSR partnership. How to become eligible for CSR Funding
<b>15 :15 to 15:30</b>	<b>Networking Tea/Coffee</b>
15:30 :to 16:45  Partnership Opportunities	Prepare of Road Map for Sustainable Partnership, Introduction of various platform, Current CSR Partnership Opportunity Question & Answer & Feed Back Collection
16:45 to 17:00	<b>Contact Sharing &amp; Networking</b>



## Registration Form **CSR MASTER CLASS**

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SR. NO	PARTICULAR	DETAIL
1	Name	
2	Designation	
3	Name of Organization	
-4	Full Address with Pin code	
5	Contact Detail	
6	Email Id	
7	Website Detail	
8	Current Organization Activates	
9	Previous CSR Fund Detail	

Bank Detail for Registration Fees:

Name of Bank: Axis Bank Ltd

Account Holder: Navjivan Centre For Development

Current Account Number: 916020063608485

IFS Code: UTIB0001874 Branch: PILAJIGANJ, MEHSANA

**Please send your registration along with participation fees to,**

**NAVJIVAN CENTER FOR DEVELOPMENT**

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